

CEO E-Briefing

A weekly report to City Council and the community

April 13, 2012

No. 28



CEO's Message



Who should move to Niketown?

The relatively new owners of The Triangle – formerly Triangle Square – have done an admirable job to date at reinvigorating the once-depressed property.

The new 24-Hour Fitness Super Sport has brought in a major influx of people to the center, and 17,000 square feet of restaurants, a 10-lane bowling alley, and a 7000-square-foot wine storage facility are in the pipeline.

But The Triangle's most recognizable element – the domed, three-story structure at the corner of Newport Boulevard and 19th Street – has remained empty since Niketown moved out in early 2005.

The current configuration is challenging. The Niketown space is unique with lots of nooks and crannies. The second and third floors are ringed and open aired, providing – from behind the wire and steel railings – views from the ground floor to the domed roof.

Almost everyone in town has his or her idea about what would be a good fit in the Niketown space. Here's mine: an action sports museum. Why not? Costa Mesa is the home of the action sports industry, giving birth to some of the world's largest surf and skate wear companies. Costa Mesa is to action sports as Silicon Valley is to computers but without the catchy nickname.

The interior layout under the dome would be ideal for a museum with lots of interesting spaces and a contemporary, action-sports vibe. The circular space rising from the first floor to the ceiling even gives the building a Guggenheim feel.

What do you think?

Tom Hatch, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact
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City of Costa Mesa



Costa Mesa City Hall

Community calendar



April 13-15 FRIDAY-SUNDAY OC Fair & Event Center presents the **2012 Youth Expo Experience**. Centered around the Centennial Farm and Garden, the Youth Expo features fun, free, hands-on activities for the whole family.

April 14-15 SATURDAY-SUNDAY The Battle of Costa Mesa, a Civil War reenactment, will take place at Fairview Park and will feature uniformed Union and Confederate soldiers, guns, cannons, mounted cavalry, food, period music and ladies' tea, a field hospital, camps, vendors and more. Two daily battles will be waged at 11:30 a.m. and 2:30 p.m.

April 17 TUESDAY City Council Meeting at 6 p.m. in the Council chambers. When ready, the agenda can be found [here](#).

April 19 THURSDAY Wild & Crazy Taco Night at Share Our Selves, 1550 Superior Ave., Costa Mesa. This event supports the SOS Orange Aid Project (SOS Food Pantry).

Costa Mesa Library Foundation presents the first of three workshops: "Planning Plot Lines" 2012 Beginning Writers Workshop at the CM Neighborhood Community Center. Workshop begins at 7 p.m. and is \$25. Register online at www.costamesalibraryfoundation.org

April 20 FRIDAY The Salute to Hollywood Pets will take place today through April 22 at the OC Fair & Event Center as part of the 23rd Annual America's Family Pet Expo. **America's Family Pet Expo at OC Fair & Event Center** ticket prices are \$12 for General Admission, \$10 for Seniors, \$6 for children 6-12, and free for 5 years and younger.

Friday evening is the first part of a weekend training (continues through Sunday) to become a member of the **Community Emergency Response Team (CERT)** that shows you how to take care of your family and community in times of disaster such as an earthquake or flood. The things you'll learn include firefighting techniques, first aid, light search and rescue, and how to develop a response team. Go to costamesaCERT.org for more information and an application form.

April 21 SATURDAY The spring Neighbors for Neighbors clean-up event will take place from 8 a.m. to noon at designated low-income, senior-owned, single-family homes throughout the city. Please support the effort by making a monetary or in-kind donation or volunteering. Volunteers are needed to paint home exteriors, remove weeds, and help haul away debris. For more information or to sign-up as a volunteer, please contact Jacquie Reeves at (714) 754-4892. Sign-up forms are also available on the city's [website](#).

April 22 SUNDAY The all-day Irish Spring Earth Day Fest featuring Irish dancers and food will take place at the **OC Fair and Event Center**.

April 27 FRIDAY The **Costa Mesa Community Run** will host an expo and family fun night beginning at 5 p.m. at Estancia High School. The evening will feature food and drink, a giant slide, game booths, an expo for runners and the Dan Krikorian Band. Proceeds benefit Costa Mesa schools.

April 28 SATURDAY The **Costa Mesa 10k and 5k Community Run** will begin at 6:30 a.m. at Estancia High School. Proceeds from the event will go to Costa Mesa schools. Sign-up now!

For a complete list of community events, click [here](#).

CEO's Office (Continued)



'Feet to the Fire' debate with Assembly candidates set to air

The recent "Feet to the Fire" debate among candidates for the 74th Assembly seat will air on CMTV Channel 24 this month on Mondays at 4 p.m., and Thursdays and Saturdays at 8 p.m. The forum was held at the Costa Mesa Neighborhood Community Center, and featured Assemblyman Allan Mansoor (R-Costa Mesa), Newport Beach Councilwoman Leslie Daigle, and Newport Beach businessman and Democrat Bob Rush.

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: You can almost triangulate this location.

To get the whole picture, see page [5](#).

Development Services

Time to go big with your trash!

Housing and Community Development will hold its Large Item Disposal (L.I.D.) Program on Saturday, April 21 and Saturday, June 2 from 8 a.m. to 2 p.m. for targeted communities, mostly on the city's Westside. A picture identification card along with a utility bill showing the resident's address (if residents don't have a California I.D.) is required. Eight 40-yard dumpsters will be placed in the following intersections: Shalimar Drive/Placentia Avenue, El Camino Drive/La Salle Avenue, 18th Street/Pomona Avenue, Mendoza Drive/Mission Avenue, Hamilton Street/Maple Avenue, Monrovia Avenue/Center Street, Wilson Street/Maple Avenue and mid block of Coriander Drive.

Residents in those areas may dispose of any unwanted items at any of the eight locations. Volunteers and staff will be present to assist residents fill the dumpsters.

Bilingual flyers and door hangers will be distributed to area residents informing them of acceptable and prohibited items. For additional information please call (714) 754-4892 for English and Spanish or check out the [city's website](#).



Parks and Recreation



More than 400 compete in Sharkfest Youth Rugby Tournament

More than 400 boys and girls from eight teams competed last month in the third annual Sharkfest Youth Rugby Tournament at Parsons Field and Estancia High School in Costa Mesa. The Sharkfest Tournament has become the season Championship for 8- and 10-and-under boys and girls and the premiere tournament of the year for 12-and-under boys and girls. Teams come from all over Southern California from San Diego to Santa Clarita for a day full of fun and lots of rugby, hosted by the Back Bay Youth Rugby Club. Learn more [here](#).

The Back Bay Sharks placed first in the 10-and-under division.

Online registration for recreation classes off to good start

More than 200 residents signed up online for recreation classes on the first day of the new web-based registration system.

Beginning April 16, online and walk-in registration will be available to non-Costa Mesa residents. The public can access the [registration website](#) directly or through the [city's website](#).

Enjoy the convenience of registering for a recreation class or activity from the comfort of your own home or office. For additional information please call (714) 754-5300.

Public Services



National Avenue gets a makeover

The city's street maintenance crew is in the process of rehabilitating National Avenue between Victoria Street and Oak Street. This is one of 15 residential street paving projects completed each year through this program. The project includes grinding the asphalt and adjusting the profile of the street to improve drainage, and then applying two courses (layers) of new asphalt to extend the life of the street for up to 20 years.

FINAL WORDS

Does personal necessity trump moral principles?

By Michael Josephson

Years ago, my wife Anne was talking to a woman I'll call Lila about another lady I'll call Gwen. Gwen had just been laid off and since she had only worked for the company for a short time, she wasn't eligible to continue the company's medical insurance. That's important because she was eight weeks pregnant, and the reason she took the job was to get medical insurance.

Gwen was upset and went to a lawyer. Together, they decided to threaten her employer with a lawsuit claiming the company terminated her because they found out she was pregnant.

Anne asked, "Is that what really happened?"

"Well, no," Lila answered, "but Gwen really needs the insurance, and she hopes the threat will force the company to make a settlement."

"But that's dishonest!" Anne said. Shocked by Anne's judgmentalness, Lila stressed again how hard it would be for Gwen if she had no insurance because she had no husband. She was artificially inseminated. Gwen thought of asking the company if she could keep her insurance by paying the premiums, but her lawyer said it would weaken her case.

Anne was incredulous. "Weaken what case? Her case is a lie! I know she's in a tough situation, but how can Gwen possibly justify making a false claim?"

Lila concluded: "Gwen only did what she had to do."

It's one thing to feel compassion for Gwen. It's quite another to justify fraud simply because she thought it was necessary. There's a certain seductive force to necessity claims, but neither real nor perceived necessity gives anyone a moral free pass. Personal needs and wants just don't trump moral principles. Remember, character is doing the right thing even when it costs more than you want to pay.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).



SECRET SPOTTED



Answer: The building at 1901 Newport Boulevard, across the street from The Triangle.